



## Google's Advancement to Become a Super App

17 February 2021 By: Krista Tedder

A simple mention in the Global Payments investment briefing provided insight into how embedded payments will be expanding through Google Advertising. Already a revenue powerhouse, Google's advertisements are wide reaching and cross many platforms. Providing consumers to purchase in the advertisement has implications for financial institutions and further necessitates digital top of wallet status. This report provides high level insights into the Google Ad embedded payments and recommendations for financial institutions on how to maximize embedded payments through Google.

The data in this report was primarily collected in June 2020 from a random-sample survey of 2006 U.S. consumers. The consumer payment survey was conducted online with a margin of error at +/- 2.19%.

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[javelinstrategy.com](http://javelinstrategy.com)

[inquiry@javelinstrategy.com](mailto:inquiry@javelinstrategy.com)

925.225.9100